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Applicant: SPONGETECH, Inc. et al

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For: Improved Cleansing Pad

Authorized Officer (Examiner) : Randall Chin

ARTICLE 34 AMENDMENT

Mail Stop PCT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

Applicants hereby reply to the Invitation in the Written Opinion of The International Searching Authority (Form PCT/ISA/220 and From PCT/ISA/237, mailed 10 FEB 2005) by amending the claims in the above-referenced patent application under Article 34 as follows. This reply is being filed within three months of the mailing date of Form PCT/ISA/220 and From PCT/ISA/237. Please enter the following amendments prior to international preliminary examination, according to the Demand filed on 03 FEB 2005.

Enclosed are substitute pages, numbered 35 through 48, listing the claims.

In the substitute pages:

Claims 1, 2, 3, 8, 10-13, 28, 29, 31, 38, 40, 41, 55-65, 68, 70-75, 77-79, 81, 82, 84 and 87-89 are amended (changed) and replace the claims as filed. The purpose of this Amendment is to better clarify the invention.

The differences between the changed claims and the claims as filed are:

Claims 1, 2, 40, 41, 57, 62, 63, 68, 71, 77, 81 and 87 are amended to further clarify the limitations of a pourable cleansing agent, which is in solid form at a first

temperature range, and in pourable molten form at a second temperature range, and upon cooling to said first temperature range re-solidifies to its original composition.

Claims 40 and 57 have been further amended to clarify that the cleansing agent is distributed on said one or more portion of said substrate in a quantity sufficient for multiple uses of the substrate in conjunction with a solvent that dissolves the solid cleansing agent for cleansing purposes.

Claims 1, 40, 62, 63, 68, 71, 77, 81 and 87 have been further amended to specify a substrate having a cellular structure (instead of a web of fibers) to further distinguish the claims from cited references.

Claim 3 has been amended to further clarify that the pourable soap comprises sodium soaps generated from one or more of: palm oil, coconut oil, olive oil, castor oil and safflower oil.

Claim 8 has been changed to depend on Claim 1, and further clarifies the range of the amount of detergent in the cleansing agent.

Claim 10 has been amended to further clarify that the anionic synthetic detergents are present in an amount from about 0 to 50% (instead of 0 to 15%) on a 100% active basis.

Claim 11 has been amended to further clarify that the amphoteric detergents are present in an amount from about 0 to 20% (instead of 0 to 7%) on a 100% active basis.

Claim 12 has been amended to further clarify that the nonionic detergents are present in an amount from about 0 to 15% (instead of 0 to 6%) basis on a 100 % active basis.

Claim 13 has been amended to further clarify that the cleansing agent can additionally contain 0 to 3% olive oil.

Claim 29 has been changed to specify that the substrate comprises a web of fibers.

Claim 31 has been changed to further clarify that the ratio of cleansing agent to substrate can be between about 2 to 1 and 10 to 1.

Claim 38 has been amended to further clarify the type of skin feel additives including one or more of: olive oil at the 0.1% - 3.0%; fatty acids, stearic acid and/or palmitic acid at 1 -10%; and superfatting agents, mineral oil, and/or lanolin.

Claim 55 has been amended to clarify that a plurality of cleansing pads are manufactured by applying the cleansing agent to the plurality of substrates at the same time in a batch process.

Claims 57-65, 68, 70-75, 77-79, 81, 82, 84 and 87-89 have been amended to further clarify that one or more cleansing devices are manufactured using one or more substrates.

No claims have been canceled or added, whereby Claims 1 through 91 remain pending in the patent application. No new matter has been added. The claims as amended, are supported by the originally filed specification.

Claims 1, 2, 22, 29, 40, 42-45, 51-55, 77, 78, 80-83, 85 and 86

The Examiner's conclusions in the From PCT/ISA/237 that Claims 1, 2, 22, 29, 40, 42-45, 51-55, 77, 78, 80-83, 85 and 86 lack novelty under PCT Article 33(2) as being anticipated by USPN 5,955,417 to Taylor ("Taylor"), are respectfully traversed because the claims include limitations that are not disclosed by Taylor. For example, Taylor does not disclose a substrate having a cellular structure, and a solid cleansing agent comprising a pourable soap, distributed substantially throughout said substrate in a quantity sufficient for multiple uses of the substrate in conjunction with a solvent that dissolves the solid cleansing agent for cleansing purposes.

The Examiner interprets a solid cleansing agent mentioned in Taylor col. 4, lines 1-2, as a cleansing agent comprising a pourable soap claimed herein. However, the cleansing agent in Taylor is not a pourable material as a pourable soap claimed herein. Indeed, in col. 5, lines 18-26, Taylor describes a starting blend 15 that is applied to the pad 10, wherein the blend 15 is a formulation with a high water content. In addition, to added water, several of the actives used in Taylor's formulation 15 also contain high levels of water (e.g., sodium xylene sulfonate has 60% water, sodium lauryl sulfate has 70% water, etc.). This is further made clear by the fact that Taylor requires a drying step for removing water, described in considerable detail in col. 7 line 52 to col. 8 line 2 . As such, Taylor's scouring pad 10 is a major deviation from the cleansing pad claimed herein. The formulation in Taylor is a paste that is added to the pad 10, and is not the same as the material in the pad 10 after the drying step.

Further, in col. 4, lines line 40 – 48, Taylor cites the use of fatty acid based soaps such as tallow fatty acid, coconut fatty acid, or a mixture of both (soaps). These soaps are high melting solids and would have to be dissolved in relatively high quantities of water, again requiring a drying step to remove the water. These fatty acid based soaps used by Taylor do not behave like (and cannot be considered to be) pourable soap as claimed herein.

A pourable cleansing agent is especially formulated to achieve pouring and resolidification phenomenon. Such formulations rely on the addition of specific amounts

polyhydroxy compounds, such as sugar derivatives or glycerince, or low molecular weight alcohols, or rosins, etc, to alter the crystalline structure of the soap, none of which are disclosed or suggested by Taylor or other cited references.

A patentable distinction between the claimed invention and Taylor is the difference between: (1) as claimed herein, melting and rehardening a cleansing agent on the substrate, wherein the cleansing agent comprises a pourable soap that is the same before melting as it is on application to the substrate followed by rehardening inside the substrate into the same composition as the starting pourable soap, and (2) according to Taylor, solubalization of a cleanser in water resulting in a liquid cleansing composition, and application of the liquid cleansing composition to the pad 10, followed by the removal of water by drying, resulting in a composition on the pad 10 with a different formulation than the initial liquid cleansing composition applied to the pad 10.

The true nature of Taylor's liquid cleansing composition that needs drying to remove water after application to the pad 10 is quite clear. For example, in its Abstract, Taylor refers to the cleansing composition as liquid in form. In col. 6 lines 22-23, Taylor refers to the cleaning composition as "hydrated (diluted) cleansing composition". Further, according to Taylor (e.g., col. 5, lines 18 – 26), the starting liquid cleansing composition (blend 15) is a viscous hazy paste (not a solid such as the claimed pourable soap) with the following composition: 10% stearic monoethanolamide, 25% coco monoethanolamide, 9% sodium dodecylbenzene sulfonate, 25% sodium xylene sulfonate (40% active), 21% sodium lauryl sulfate (30% active) and 10% water. That is a total water content of 39.1% in the liquid cleansing composition (blend) 15 which is applied to the pad 10. This substantial amount of water is removed in the drying step of Taylor. Because such amount of water is removed in the drying step, this alters the overall composition of the starting blend 15 applied to the pad 10 before the drying step in a drier. As such, unlike the claimed invention herein, according to Taylor, solubalization of a cleanser in water, resulting in a liquid blend 15, and application of the liquid blend 15 to the pad 10, followed by the removal of the water by drying, results in a composition on the pad 10 with a different formulation than the initial liquid blend 15 that was applied to the pad 10.

The claimed parable cleansing agent is in molten form when heated to within a certain temperature range, which is a free flowing liquid. When this molten/liquid cleansing agent cools, it resolidifies to its original composition. This is an important difference from prior art

(i.e., aqueous detergent solution, soap pastes, etc.) cited by the Examiner, which require removal of water and hence a change in composition in order to achieve resolidification.

Further, for at least the above reasons, and the following reasons, Taylor does not disclose a process for manufacturing a cleansing pad utilizing a pourable cleansing agent as claimed. Indeed, in col. 6, line 10 to col. 8, line 33 (relied on by the Examiner), Taylor simply mentions processing details that includes a description of the drier (col. 7, line 52 to col. 8, line 25) used for the abovementioned drying step of Taylor. As discussed, because Taylor does not disclose a pourable cleansing agent, and as such does not disclose a process for manufacturing a cleansing pad utilizing a pourable cleansing agent as claimed. Further, the claimed process does not depend on use of a drier for removing water, which is an essential step in Taylor, without which Taylor's process is incomplete and non-functional.

Further, for at least the above reasons, and the following reasons, Taylor does not disclose an apparatus for manufacturing a cleansing pad utilizing a pourable cleansing agent as claimed. In addition, Taylor Figs. 2-3 (relied on by the Examiner), or elsewhere, does not disclose a sprayer for spraying a molten cleansing agent as claimed. Further, the present invention provides a cleansing pad with a sufficiently high ratio of pourable cleansing agent to substrate, such that the cleansing pad an deliver multiple applications (e.g., 30 showers or more, with a cleansing pad that is superior in size, shape, weight and hard water formability, that is superior to the prior art). Further, the present invention resulted in the unexpected results that incorporation of said pourable cleansing agent into the pores of the cellular structure of the substrate, overcomes the well-known, but unsolved, problem of not achieving foam in hard water. The claimed cleansing pad further provides rinsing clean in soft water for various formulations of pourable cleansing agents (the pumping of the cleansing pad by a user can aerate the cleansing agent to create dense creamy bubbles, and dilutes the cleansing agent for a clean rinse). Taylor was not interested, and did not, see the aeration process because Taylor did not applying the blend 15 into substrate pores, since Taylor utilized a non-woven material substrate. Such highly desirable results are not achieved by Taylor or other references.

Claims 3-19, 23-28, 30-32, 35, 36, 38, 39, 41, 56 and 62

he Examiner's conclusions in the From PCT/ISA/237 that Claims 3-19, 23-28, 30-32, 35, 36, 38, 39, 41, 56 and 62 lack an inventive step under PCT Article 33(3) as being obvious over Taylor, are respectfully traversed because the claims include limitations that are not disclosed or suggested by Taylor.

As discussed, Taylor does not disclose all of the limitations of independent Claims 1 and 40 above. Further, independent Claim 62 specifies a pourable cleansing agent that, as dicussed, is not disclose by Taylor. As to the dependent claims, the Examiner states that soaps and detergents are well known and one skilled in the art would find it obvious to select any of the claimed types for appropriate and desires usages. However, the Examiner has not cited a reference that teaches the claimed formulations. Further, though soaps and detergents are known in the literature, what is not made obvious in Taylor (col. 5, lines 27-61; col. 3, line 61 to col. 4, line 5) or elsewhere, is how to combine such known soaps and detergents together and formulate them into pourable soaps as claimed herein. Knowing individual chemicals is not the same as putting them together intelligently to achieve certain properties, such as pourability and specific melting point ranges claimed herein.

Taylor does not teach or suggest the claimed formulations, and indeed teaches away from the claimed formulations and processes. As discussed, Taylor utilizes a liquid cleansing composition which is different from the claimed pourable cleansing agent. Further, Taylor requires a drying step for removing water, whereas the claimed process herein does not depend on use of a drier for removing water, which is an essential step in Taylor, without which Taylor's process is incomplete and non-functional. In addition, because of the aforementioned differences between Taylor's cleansing composition/process and the claimed cleansing agent/process Taylor only mentions a ratio of cleansing agent to pad of at most 2 to 1, and teaches away from a ratio above 2 to 1 as claimed herein.

The claimed formulations and cleansing pad herein resulted in the unexpected finding of good foaming in hard water, since it is well known that soap alone does not foam well in hard water.

Claims 33, 34 and 37

The Examiner's conclusions in the From PCT/ISA/237 that Claims 33, 34 and 37 lack an inventive step under PCT Article 33(3) as being obvious over Reuven (USPN 5,960,506), are respectfully traversed because the claims include limitations that are not disclosed or suggested by Taylor and Reuven, alone or in combination.

As discussed, Taylor does not disclose all of the limitations of independent Claim 1. As to the dependent claims, as the Examiner also states, Taylor does not disclose the claimed limitations. Further, despite the Examiner's interpretation, it is respectfully submitted that Reuven does not disclose or suggest adding substances to a pourable cleansing agent as

claimed, wherein the substances can be fragrances, skin moisturizers, anti-cellulite substances, anti-aging substances, herbal substances, natural extracts and synthetic extracts. Further, Reuven uses a binder, and is directed to coating the outside of the substrate, rather than inside of the substrate, resulting in a single use product. There is no suggestion or teaching in the references, alone or combined, of a pourable cleansing agent with such substances therein.

Claims 71-73, 75 and 76

The Examiner's conclusions in the From PCT/ISA/237 that Claims 71-73, 75 and 76 lack an inventive step under PCT Article 33(3) as being obvious over Hanlon (USPN 3,094,735), are respectfully traversed because the claims include limitations that are not disclosed or suggested by Taylor and Hanlon, alone or in combination.

As discussed, Taylor does not disclose a process or apparatus using a pourable cleansing agent for making a cleansing pad as claimed. Further, as the Examiner also states, Taylor does not disclose an injection process as claimed. Nor does Hanlon disclose injecting a pourable cleansing agent into a substrate, as claimed herein. Taylor and/or Hanlon, are not directed to pourable cleansing agents as claimed. Indeed, Taylor teaches away from a pourable cleansing agent because Taylor as it required a drying step to remove water. Applicants believe that an injection process such as in Hanlon, is incompatible with Taylor's process, and that the blend 15 in Taylor does not lend itself to injection as claimed. Neither Taylor, Nor Hanlon, alone or in combination, solve the problem of melting a pourable cleansing agent, and injecting the molten cleansing agent into a substrate, as claimed. Neither Taylor, nor Hanlon, deal with the issues involved with such a process. Indeed, Hanlon uses wax to bind, where the cleansing agent must sit idle for 12 hours prior to use.

Applicants wish to further clarify that the apparatus and process steps in the cited references are not the same as that in the present invention. In a preferred embodiment of the present invention, a plurality of cleansing pads are manufactured using various batch processes and apparatuses that apply a pourable cleansing agent to a plurality of substrates at the same time. Such batch processes/apparatuses are not disclosed by the cited references alone or in combination. Unlike the continuous processes of the cited references, the batch processes and corresponding apparatuses herein provide commercial flexibility by allowing, for example: precise control immersion of the plurality of the substrates in the molten cleaning agent, multiple compression the plurality of the substrates in the molten cleaning agent, single needle injection of the plurality of the substrates by the molten cleaning agent, etc. Indeed, Hanlon

does not benefit from such flexibility because Hanlon produces a single item in a confined box. Such batch processes according to the present invention can be either in combination or alone, which unlike the cited references, further permit multiplicity of shapes, sizes, cell structures of substrates, and dispersion within and on edges of the substrates without modification of apparatus or process.

There are no teachings or suggestions in Hanlon to processing one or more (i.e., multiple) substrates or in a simultaneous batch process/apparatus. The substrate in Hanlon is contained to maintain shape and size, losing commercial flexibility. Further, Hanlon applies soap by only injecting the interior not to violate a specific depth dimension or to violate a clean surface. Hanlon's temperature range is very high in relation to the claimed pourable cleansing agent, because Hanlon must be able to pump and inject colloidal compounds under pressure (not a pourable cleansing agent as claimed herein).

Hanlon' basic process is only: load substrate, confine, insert needles, pump/inject material, withdraw needles, dry to remove water, unconfine, unload. By contrast, in one embodiment, the claimed apparatus/process claims herein include: load one or more (multiple) substrates, batch immerse, batch compress, batch un-immerse, batch unload, multiple body cool. This is different process than Hanlon.

Claims 40, 43-49, 54, 57-60, 63, 64, 66 and 67

The Examiner's conclusions in the From PCT/ISA/237 that Claims 40, 43-49, 54, 57-60, 63, 64, 66 and 67 lack novelty under PCT Article 33(2) as being anticipated by Field (USPN 2,320,858), are respectfully traversed because the claims include limitations that are not disclosed by Field.

As discussed, independent Claims 40, 57 and 63 are directed to methods apparatus for manufacturing a cleansing pad utilizing a pourable cleansing agent, as claimed. The pourable cleansing agent is in solid form at a first temperature range, and in pourable molten form at a second temperature range, and upon cooling to said first temperature range re-solidifies to its original composition. Field does not disclose that the cleaning agent is distributed on the one or more portions of the substrate in a quantity sufficient for multiple uses of the substrate in conjunction with a solvent that dissolves the solid cleansing agent for cleansing purposes.

As to the dependent claims, Field seems to only mention a fluid soap or a hot fluid soap which is applied to a substrate and passed over dryer drums which remove excess water. However, Field does not describe or define that fluid soap as a pourable soap of the cleansing

pad/process claimed herein. Field's fluid soap represents a soap paste obtained in the crutcher after glycerine was salted out as part of the old-fashioned kettle soap process. This crutcher soap paste contained between 40 – 60% soap in water, which can be pumped at elevated temperatures (180 °F) and requires a dryer drum (described in detail by Field and shown in Figs. 1, 1a, 6, 8a) to make it useful in the Brillo pads. Field's fluid soap does not melt and does not become pourable as claimed herein.

Field's fluid soap is distinctly different from pourable soap of the cleansing pad/process claimed herein. Said pourable soap is a soap formulated (i.e., chemicals are deliberately added) with various additives which result in a cleansing agent that is solid at one temperature and becomes a flowable liquid at an elevated temperature, and reverts back to the original form upon cooling. Such phase changes due to temperature changes, do not alter the composition of the pourable soap, whereas with Field's fluid soap (similar to Taylor's), water is removed in the drying step, thus altering the composition of Fields fluid soap. The claimed cleansing pad, apparatus and process claimed herein does not depend on a drying step for removing water, which is an essential step in Field, without which Field's process is incomplete and non-functional.

Claims 50, 87, 88, 90 and 91

The Examiner's conclusions in the From PCT/ISA/237 that Claims 50, 87, 88, 90 and 91 lack an inventive step under PCT Article 33(3) as being obvious over Field, are respectfully traversed because the claims include limitations that are not disclosed or suggested by Field.

Because as discussed Field does not disclose a pourable cleansing agent as claimed, the claimed limitations in using a pourable cleansing agent are not disclosed or suggested by Field. Application of the molten pourable cleansing agent to a substrate by immersion, injection, spray, and the claimed time and temperature limitations are not addressed by Field. Indeed, Field is not related to the present invention as Field is directed to an apparatus for making metal wood products, and not a cleansing pad that includes a pourable in a quantity sufficient for multiple uses of the substrate in conjunction with a solvent that dissolves the solid cleansing agent for cleansing purposes.

Conclusion

In this reply, Applicants have amended the aforementioned claims and provided a description of example differences between the cited references and the independent claims

herein. Applicants believe that all of the independent claims are novel under PCT Article 33(2) and satisfy the requirement of an inventive step under PCT Article 33(3) in relation to the cited references. As a result, all of the dependent claims are also novel under PCT Article 33(2) and satisfy the requirement of an inventive step under PCT Article 33(3) in relation to the cited references. Also, in addition to the limitations and feature of the independent claims, all of the dependent claims include limitations and features that are not disclosed by the cited references alone or in combination, as discussed above. Applicants reserve the right to present further arguments and further amendments to the claims in support of the differences between the cited references, and the independent/dependent claims herein.

Respectfully submitted,

Dated: 10 MAY 2005

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SUBSTITUE PAGES

CLAIMS

What is claimed is:

1. A cleansing device (10) comprising:

(a) a substrate (11) having a cellular structure; and

(b) a solid cleansing agent (12) comprising a pourable cleansing agent, distributed substantially throughout said substrate (11) in a quantity sufficient for multiple uses of the substrate (11) in conjunction with a solvent that dissolves the solid cleansing agent (12) for cleansing purposes.

2. The cleansing device (10) of claim 1 wherein the cleansing agent (12) comprises a pourable soap that is in solid form at a first temperature range, and in pourable molten form at a second temperature range, and upon cooling to said first temperature range re-solidifies to its original composition.

3. The cleansing device (10) of claim 2 wherein the pourable soap comprises sodium soaps generated from one or more of: palm oil, coconut oil, olive oil, castor oil and safflower oil.

4. The cleansing device (10) of claim 2 wherein the pourable soap comprises sodium soaps containing about 5 to 35% glycerine and/or 0 to 10% propylene glycols.

5. The cleansing device (10) of claim 2 wherein the pourable soap comprises at least between 1 and 20% sodium oleate.

6. The cleansing device (10) of claim 2 wherein the pourable soap is generated from organically produced oils.

7. The cleansing device (10) of Claim 2, wherein the pourable soap comprises sodium soaps and one or more of sugars, ethyl alcohol, rosins, polyhydroxy compounds and propylene glycols.

8. The cleansing device (10) of claim 1 wherein the pourable cleansing agent contains about 1 to 100% synthetic detergents.

9. The cleansing device (10) of claim 8 wherein the synthetic detergents includes a combination of: (a) anionic synthetic detergents, (b) amphoteric detergents and (c) nonionic detergents.

10. The cleansing device (10) of claim 9 wherein the anionic synthetic detergents are present in an amount from about 0 to 50% on a 100% active basis.

11. The cleansing device (10) of claim 9 wherein the amphoteric detergents are present in an amount from about 0 to 20% on a 100% active basis.

12. The cleansing device (10) of claim 9 wherein the nonionic detergents are present in an amount from about 0 to 15% basis on a 100 % active basis.

13. The cleansing device (10) of claim 1 wherein the cleansing agent (12) contains about: 20 to 30% Triethanolamine, 7 to 19% Cocoate soap, 14 to 36% Palmitate soap, 7 to 9% Glycerine, 0 to 3% olive oil and 5 to 22% Stearic acid.

14. The cleansing device (10) of claim 1 wherein the cleansing agent (12) contains about: 10% stearic acid, a fat charge in the range of 41.5 to 44.0% , and a palm oil to coconut oil ratio of 80 to 20.

15. The cleansing device (10) of claim 1 wherein the cleansing agent (12) contains about: 5 to 12 % stearic acid; 35 to 50% fat charge and Palm oil to Coconut oil ratios from 50:50 to 90:10.

16. The cleansing device (10) of claim 1 wherein the cleansing agent (12) contains about 2 to 35% triethanolamine (TEA).

17. The cleansing device (10) of claim 1 wherein the cleansing agent (12) includes about: 20 to 30% Triethanolamine, 7 to 19% Cocoate soap, 14 to 36% Palmitate soap, 7 to 9% Glycerine and about 5 to 22% Stearic acid.

18. The cleansing device (10) of claim 1 wherein the cleansing agent (12) includes about: 10% stearic acid, a fat charge in the range of 41.5 to 44.0% , and a palm oil to coconut oil ratio of 80 to 20.

19. The cleansing device (10) of claim 1 wherein the cleansing agent (12) includes about: 5 to 12 % stearic acid; 35 to 50% fat charge and Palm oil to Coconut oil ratios from 50:50 to 90:10.

20. The cleansing device (10) of claim 1 wherein the cleansing agent (12) includes, by weight percentage about:

Glycerine	10 to 30%,
Sodium Cocoate	8 to 20%,
Sodium Palmitate	12 to 20%,
Sodium Ricinulate	9 to 17%,
Safflower Oil Soap	2 to5%,
Sorbitol	0 to 8%,
Sorbitan Oleate	2 to 8%,
Soybean Protein	2 to 8%, and
Titanium Dioxide	0 to 0.2%.

21. The cleansing device (10) of claim 1 wherein the cleansing agent (12) includes, by weight percentage about:

Glycerine	14-25%,
Sodium Cocoate	8 - 16%,
Sodium Palmitate	11 - 20%,
Propylene Glycol	0-6.0%,
Sorbitol	0 – 8%,
TEA Lauryl Sulfate (40% a.i.)	5 – 12%,
Cocoamidopropyl Betaine (28% a.i.)	5 – 10%,
Sodium Laureth Sulfate(30% a.i.)	5 – 15%,
Sodium Oleate	1 – 5%, and
Acetamide MEA	0- 5.0%,

wherein a.i. designates an active ingredient.

22. The cleansing device (10) of claim 1 wherein the substrate (11) comprises synthetic materials.

23. The cleansing device (10) of claim 1 wherein the substrate (11) comprises naturally occurring materials.

24. The cleansing device (10) of claim 1 wherein the substrate (11) is reticulated.

25. The cleansing device (10) of claim 1 wherein the substrate (11) is non-reticulated.

26. The cleansing device (10) of claim 1 wherein the substrate (11) is selected from the group consisting essentially of porous polyurethane, polyethylene or cellulose.

27. The cleansing device (10) of claim 1 wherein the substrate (11) comprises a sponge.

28. The cleansing device (10) of claim 1 wherein the substrate (11) comprises a web of fibers.

29. The cleansing device (10) of claim 1 wherein the substrate (11) comprises non-woven materials.

30. The cleansing device (10) of claim 1 wherein the substrate (11) comprises cotton and loofah-based materials.

31. The cleansing device (10) of claim 1 wherein the weight ratio of cleansing agent (12) to substrate (11) is between about 2 to 1 and 10 to 1.

32. The cleansing device (10) of claim 1 wherein the weight ratio of cleansing agent (12) to substrate (11) is about 7 to 1.

33. The cleansing device (10) of claim 1 further including fragrances.

34. The cleansing device (10) of claim 1 further including skin moisturizers.

35. The cleansing device (10) of claim 1 further including one or more of anti-cellulite substances, anti-aging substances, herbal substances, natural extracts and synthetic extracts.

36. The cleansing device (10) of claim 1 further including colorants.

37. The cleansing device (10) of claim 1 further including one or more active ingredients comprising sunscreen agents, antimicrobials, antiseptics and/or healing agents and combinations thereof.

38. The cleansing device (10) of claim 1 further including one or more skin feel additives including one or more of:

olive oil at the 0.1% - 3.0%;

fatty acids, stearic acid and/or palmitic acid at 1 -10%; and

superfatting agents, mineral oil, and/or lanolin.

39. The cleansing device (10) of claim 1 wherein the cleansing agent (12) comprises a solidified pourable soap having a melting point between 120 to 200°F.

40. A method of manufacturing a cleansing device (10), comprising the steps of:

(a) providing a pourable cleansing agent (12) that is in essentially solid form at a first temperature range, and in essentially pourable molten form at a second temperature range;

(b) heating the cleansing agent (12) to within the second temperature range such that the cleansing agent (12) is in pourable molten form;

(c) applying the molten cleansing agent (12) to one or more portions of a substrate (11) having a cellular structure; and

(d) allowing the cleansing agent (12) to cool down to within the first temperature range to resolidify on the substrate (11);

wherein the cleansing agent (12) is distributed on said one or more portion of said substrate (11) in a quantity sufficient for multiple uses of the substrate (11) in conjunction with a solvent that dissolves the solid cleansing agent (12) for cleansing purposes.

41. The method of claim 40 wherein upon cooling to said first temperature range the molten cleansing agent re-solidifies to its original composition, and the step (d) further includes the steps of allowing the cleansing agent (12) to cool down to within the first temperature range without a forced drying step.

42. The method of claim 40 wherein the step of heating the cleansing agent (12) to within the second temperature range includes the steps of heating the cleansing agent (12) to within about 120 to 200°F.

43. The method of claim 40 wherein the step of allowing the cleansing agent (12) to cool down to within the first temperature range further includes the steps of allowing the cleansing agent (12) to cool down to about room temperature.

44. The method of claim 40 wherein the step (d) further includes the steps of allowing the cleansing agent (12) to cool down to within the first temperature range with a forced drying step.

45. The method of claim 40 wherein the step of applying the molten cleansing agent (12) to the substrate (11) further comprises the steps of distributing the molten cleansing agent (12) substantially throughout said substrate (11) in a quantity sufficient for multiple uses of the substrate (11) in conjunction with a solvent that dissolves the resolidified cleansing agent (12) for cleansing purposes.

46. The method of claim 40 wherein the step of applying the molten cleansing agent (12) to the substrate (11) further comprises the steps of dipping the substrate (11) into the molten cleansing agent (12).

47. The method of claim 46 further comprising the steps of compressing the substrate (11) while dipping the substrate (11) into the molten cleansing agent (12).

48. The method of claim 40 wherein the step of applying the molten cleansing agent (12) to the substrate (11) further comprises the steps of immersing the substrate (11) into the molten cleansing agent (12).

49. The method of claim 48 further comprising the steps of compressing the substrate (11) while immersing the substrate (11) into the molten cleansing agent (12).

50. The method of claim 48 wherein the steps of immersing the substrate (11) into the molten cleansing agent (12) further includes the steps of maintaining the substrate (11) immersed from about 5 to 50 seconds.

51. The method of claim 40 wherein the step of applying the molten cleansing agent (12) to the substrate (11) further comprises the steps of injecting the molten cleansing agent (12) into the substrate (11).

52. The method of claim 40 wherein the step of applying the molten cleansing agent (12) to the substrate (11) further comprises the steps of spraying the molten cleansing agent (12) on the substrate (11).

53. The method of claim 40 further including the steps of squeezing excess molten cleansing agent (12) from the substrate (11) before allowing the molten cleansing agent (12) to cool down.

54. A cleansing pad manufactured according to the method of claim 40.

55. The method of claim 40 wherein the step of applying the molten cleansing agent (12) further includes the steps of selectively applying the molten cleansing agent (12) to a plurality of substrates (11) at the same time in a batch process.

56. The method of claim 40 wherein the step of applying the molten cleansing agent (12) to the substrate (11) further includes the steps of selectively applying different amounts and/or different formulations of the molten cleansing agent (12) to different portions of the substrate (11).

57. A method of manufacturing one or more cleansing devices (10) in sequence or at the same time, comprising the steps of:

(a) providing a pourable cleansing agent (12) that is in essentially solid form at a first temperature range, and in essentially pourable molten form at a second temperature range;

(b) heating the cleansing agent (12) to within the second temperature range such that the cleansing agent (12) is in pourable molten form;

(c) immersing one or more substrates (11) in the molten cleansing agent (12) while compressing each substrate (11) to force air out of each substrate (11) and induce the transfusion of the molten cleansing agent (12) into each substrate (11); and

(d) allowing the cleansing agent (12) to cool down to within the first temperature range to resolidify on each substrate (11);

wherein the cleansing agent (12) is distributed on each substrate (11) in a quantity sufficient for multiple uses of each substrate (11) in conjunction with a solvent that dissolves the solid cleansing agent (12) for cleansing purposes.

58. The method of claim 57 wherein step (c) of immersing each substrate (11) further includes the steps of injecting the molten cleansing agent (12) into each substrate (11) to transfuse additional molten cleansing agent (12) into each substrate (11).

59. The method of claim 57 wherein step (c) of immersing each substrate (11) further includes the steps of compressing each substrate (11) multiple times to force air out of the sponge.

60. The method of claim 59 wherein step (c) of immersing each substrate (11) further includes the steps of injecting the molten cleansing agent (12) into each substrate (11) to transfuse additional molten cleansing agent (12) into each substrate (11).

61. The method of claim 57 wherein step (c) of immersing each substrate (11) further includes the steps evacuating air out of each substrate (11) in a vacuum chamber to induce the transfusion of the molten cleansing agent (12) into each substrate (11).

62. A method of manufacturing one or more cleansing devices (10) in sequence or at the same time, comprising the steps of:

(a) providing a first pourable cleansing agent (12) that is in essentially solid form at a first temperature range, and in essentially pourable molten form at a second temperature range;

(b) heating the first cleansing agent (12) to within the second temperature range such that the first cleansing agent (12) is in pourable molten form;

(c) applying the molten first cleansing agent (12) to portions of one or more substrates (11) each substrate having a cellular structure;

(d) allowing the first cleansing agent (12) to cool down to within the first temperature range to resolidify on each substrate (11);

(e) providing a second pourable cleansing agent (12) that is in essentially solid form at a third temperature range, and in essentially pourable molten form at a fourth temperature range;

(f) heating the second cleansing agent (12) to within the fourth temperature range such that the second cleansing agent (12) is in pourable molten form;

(g) applying the molten second cleansing agent (12) to one or more portions of each substrate (11); and

(h) allowing the second cleansing agent (12) to cool down to within the third temperature range to resolidify on each substrate (11).

63. An apparatus (100) for manufacturing one or more cleansing devices (10) in sequence or at the same time, comprising:

a container (102) for holding a pourable cleansing agent (12) that is in a molten state;

a support (108) for holding one or more substrates (11) each having a cellular structure; and

a platform (109) that lowers each substrate (11) held by the support (108) into the container (102) such that at least a portion of each substrate (11) is immersed into the molten cleansing agent (12), wherein each substrate (11) absorbs the molten cleansing agent (12), and then the platform (109) raises each substrate (11) out of the container (108) allowing the molten cleansing (12) to cool down and solidify on each substrate (11).

64. The apparatus (100) of claim 63 wherein the platform (109) keeps said at least a portion of each substrate (11) immersed in the molten cleansing agent (12) for a period of time such that each substrate (11) absorbs the molten cleansing agent (12) in a quantity sufficient for multiple uses of each substrate (11) in conjunction with a solvent that dissolves the solid cleansing agent (12) for cleansing purposes.

65. The apparatus (100) of claim 63 further comprising a press (110) for compressing each substrate (11) and decompressing each substrate (11) while said at least a portion of each substrate (11) is immersed in the molten cleansing agent (12) to induce transfusion of the molten cleansing agent (12) into each substrate (11).

66. The apparatus (100) of claim 63 wherein the cleansing agent (12) is in essentially solid form at a first temperature range, and in essentially pourable molten form at a second temperature range.

67. The apparatus (100) of claim 66 further comprising a heating element (104) for applying heat to the solid cleansing agent (12) to raise the temperature of the cleansing agent (12) to the second temperature range whereby the solid cleansing agent (12) changes into the molten form.

68. An apparatus (200) for manufacturing one or more cleansing devices (10) in sequence or at the same time, comprising:

a container (204) that holds one or more substrates (11) each having a cellular structure;

a tank (202) that holds a molten cleansing agent (12) and supplies the molten cleansing agent (12) to the container (204) for absorption by each substrate (11); and

a press (212) that compresses each substrate (11) and decompresses each substrate (11) to induce transfusion of the molten cleansing agent (12) into each substrate (11).

69. The apparatus (200) of claim 68 wherein the cleansing agent (12) is in essentially solid form at a first temperature range, and in essentially pourable molten form at a second temperature range.

70. The apparatus (200) of claim 68 further comprising an injector (310) that injects molten cleansing agent (12) into each substrate (11).

71. An apparatus (300) for manufacturing one or more cleansing devices (10) in sequence or at the same time, comprising:

a support (204) for holding one or more substrates (11) each having a cellular structure;

one or more injectors (310) for injecting a pourable cleansing agent (12) that is in a molten state, into each substrate (11); and

a platform (215) carrying each injector (310), wherein the platform (215) inserts the injector (310) into each substrate (11) such that each injector (310) injects the molten cleansing agent (12) into each substrate (11).

72. The apparatus (300) of claim 71 wherein the platform (215) further retracts each injector (310) from each substrate (11), allowing the molten cleansing agent (12) to cool down and solidify in each substrate (11).

73. The apparatus (300) of claim 72 wherein the injector (310) injects the molten cleansing agent (12) into each substrate (11) in a quantity sufficient for multiple uses of each substrate (11) in conjunction with a solvent that dissolves the solid cleansing agent (12) for cleansing purposes.

74. The apparatus (300) of claim 71 further comprising a press (212) for compressing each substrate (11) and decompressing each substrate (11) while each injector (310) injects the molten cleansing agent (12) to induce transfusion of the molten cleansing agent (12) into each substrate (11).

75. The apparatus (300) of claim 71 further comprising a sprayer (400) for spraying molten cleansing agent (12) onto each substrate (11).

76. The apparatus (300) of claim 71 wherein the cleansing agent (12) is in essentially solid form at a first temperature range, and in essentially pourable molten form at a second temperature range.

77. An apparatus (500) for manufacturing one or more cleansing devices (10) in sequence or at the same time, comprising:

a support (504) for holding each substrate (11) having a cellular structure; and

a sprayer (518) for spraying a pourable cleansing agent (12) that is in a molten state, onto each substrate (11).

78. The apparatus (500) of claim 77 wherein the sprayer (518) sprays the molten cleansing agent (12) onto each substrate (11) in a quantity sufficient for multiple uses of each substrate (11) in conjunction with a solvent that dissolves the solid cleansing agent (12) for cleansing purposes.

79. The apparatus (500) of claim 77 further comprising a press (506) for compressing each substrate (11) and decompressing each substrate (11) while the sprayer (518) sprays the molten cleansing agent (12) to induce transfusion of the molten cleansing agent (12) into each substrate (11).

80. The apparatus (500) of claim 77 wherein the cleansing agent (12) is in essentially solid form at a first temperature range, and in essentially pourable molten form at a second temperature range.

81. An apparatus (500) for manufacturing one or more cleansing devices (10) in sequence or at the same time, comprising:

an applicator (508) for applying a pourable cleansing agent (12) that is in a molten state, to one or more substrates (11) each having a cellular structure; and

a conveyer (10) for carrying each substrate (11) to the applicator (508) for the applicator (508) to apply the molten cleansing agent (12) to each substrate (11).

82. The apparatus (500) of claim 81 wherein the applicator (508) applies the molten cleansing agent to each substrate (11) in a quantity sufficient for multiple uses of each substrate (11) in conjunction with a solvent that dissolves the solid cleansing agent (12) for cleansing purposes.

83. The apparatus (500) of claim 82 further including a controller (516) that controls the operation the applicator (508).

84. The apparatus (500) of claim 81 further comprising a press (506) for compressing each substrate (11) and decompressing each substrate (11) while the applicator (508) applies the molten cleansing agent (12) to each substrate (11) to induce transfusion of the molten cleansing agent (12) into each substrate (11).

85. The apparatus (500) of claim 81 wherein the applicator (508) comprises an injector.

86. The apparatus (500) of claim 81 wherein the cleansing agent (12) is in essentially solid form at a first temperature range, and in essentially pourable molten form at a second temperature range.

87. An apparatus (600) for manufacturing one or more cleansing devices (10), comprising:

a container (610) for holding a molten cleansing agent (12);

a support (614) for holding one or more substrates (11) each having a cellular structure;

a platform (604) that lowers each substrate (11) held by the support (614) into the container (610) such that at least a portion of each substrate (11) is immersed in the molten cleansing agent (12), wherein each substrate (11) absorbs the molten cleansing agent

(12), and then the platform (604) raises each substrate (11) out of the container (610) allowing the molten cleansing (12) to cool down and solidify on each substrate (11); and

an injector (612) that injects molten cleansing agent (12) into each substrate (11).

88. The apparatus (600) of claim 87 wherein the platform (604) keeps said at least a portion of each substrate (11) immersed in the molten cleansing agent (12) for a period of time such that each substrate (11) absorbs the molten cleansing agent (12) in a quantity sufficient for multiple uses of each substrate (11) in conjunction with a solvent that dissolves the solid cleansing agent (12) for cleansing purposes.

89. The apparatus (600) of claim 87 further comprising a press (619) for compressing each substrate (11) and decompressing each substrate (11) while said at least a portion of each substrate (11) is immersed in the molten cleansing agent (12) to induce transfusion of the molten cleansing agent (12) into each substrate (11).

90. The apparatus (600) of claim 87 wherein the cleansing agent (12) is in essentially solid form at a first temperature range, and in essentially pourable molten form at a second temperature range.

91. The apparatus (600) of claim 87 further comprising a controller (618) that controls the operation of the apparatus (600).